Paradigm

Paradigm isn't just a gym — it's a community movement in Texas, and one of Sorcery's longest-standing partnerships. When they first came to us, they had a single location and about 200 members. Fast forward to today: they've expanded to multiple facilities and grown their member base more than threefold.

We supported that growth through a complete ecosystem of services — from brand and site redesign to on-location photography, digital strategy, and product packaging. We helped them define their voice, energize their visuals, and position themselves as one of Dallas' top-tier performance centers. Paradigm continues to grow, and we're proud to be part of their evolution.

Paradigm

UN COP28

UN COP28 partnered with Sorcery to redefine how the world engages with climate policy online. We were tasked with creating a digital experience and brand ecosystem that matched the scale and urgency of their mission. From UI/UX to language systems and visual identity, our work was centered around clarity, accessibility, and global impact.

We designed a scalable, content-flexible platform that could grow with the movement — integrating live event coverage, multilingual storytelling, and policy resources for a global audience. By combining digital precision with visual simplicity, we helped UN COP28 create a brand experience as ambitious and forward-facing as the future it's working to shape.
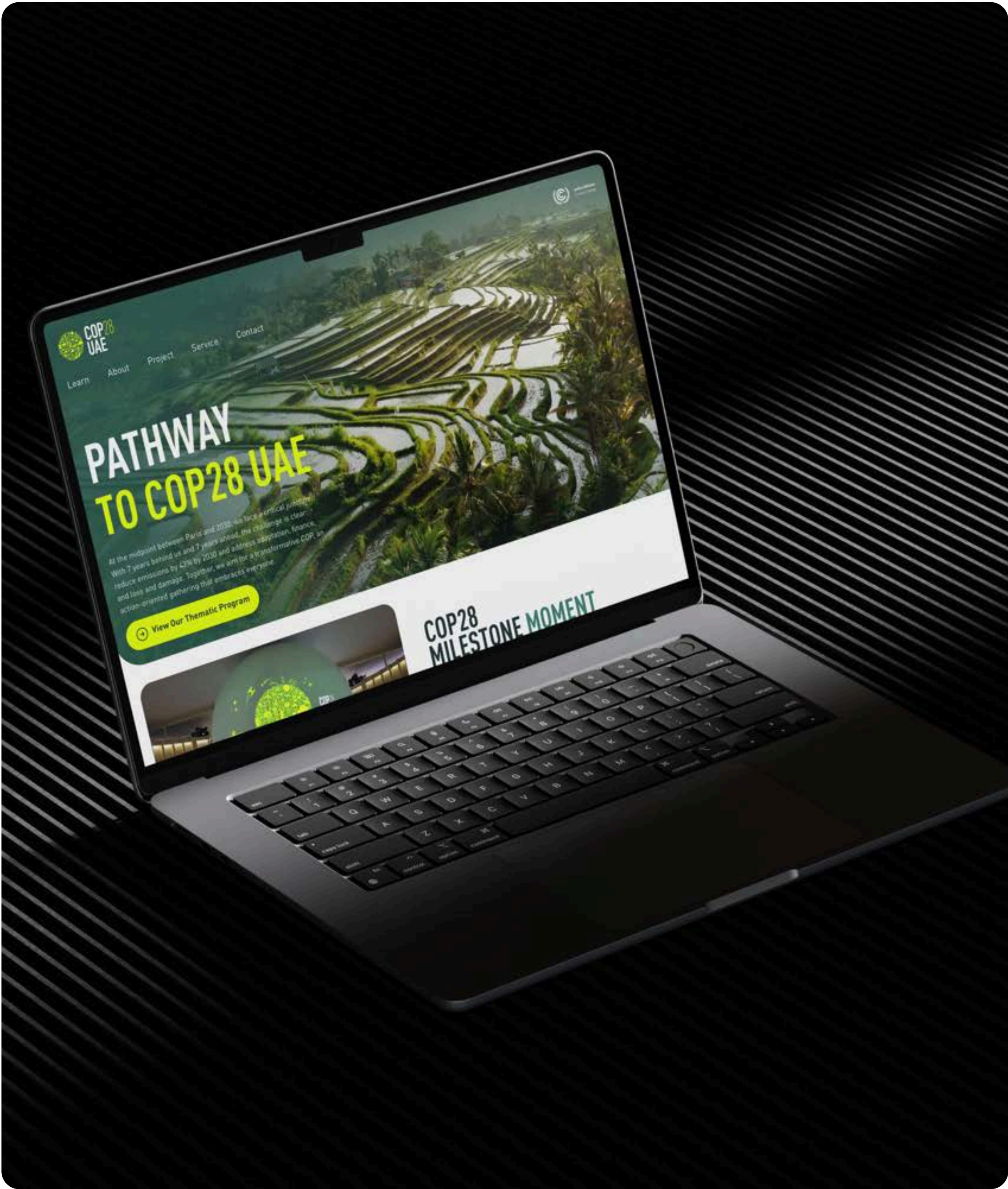
UN COP28

The Boyd Institute

The Boyd Institute engaged Sorcery for a full creative transformation. As a leading voice in large-scale environmental restoration and policy, they needed a brand and digital presence that reflected both authority and innovation.

We led a top-to-bottom overhaul: visual identity, brand strategy, messaging, website, and digital collateral. The result is a modern, high-trust platform that supports their mission and elevates their voice in climate discourse. From bold typography and data-driven UX to dynamic storytelling, we positioned The Boyd Institute as not just a think tank — but a movement.
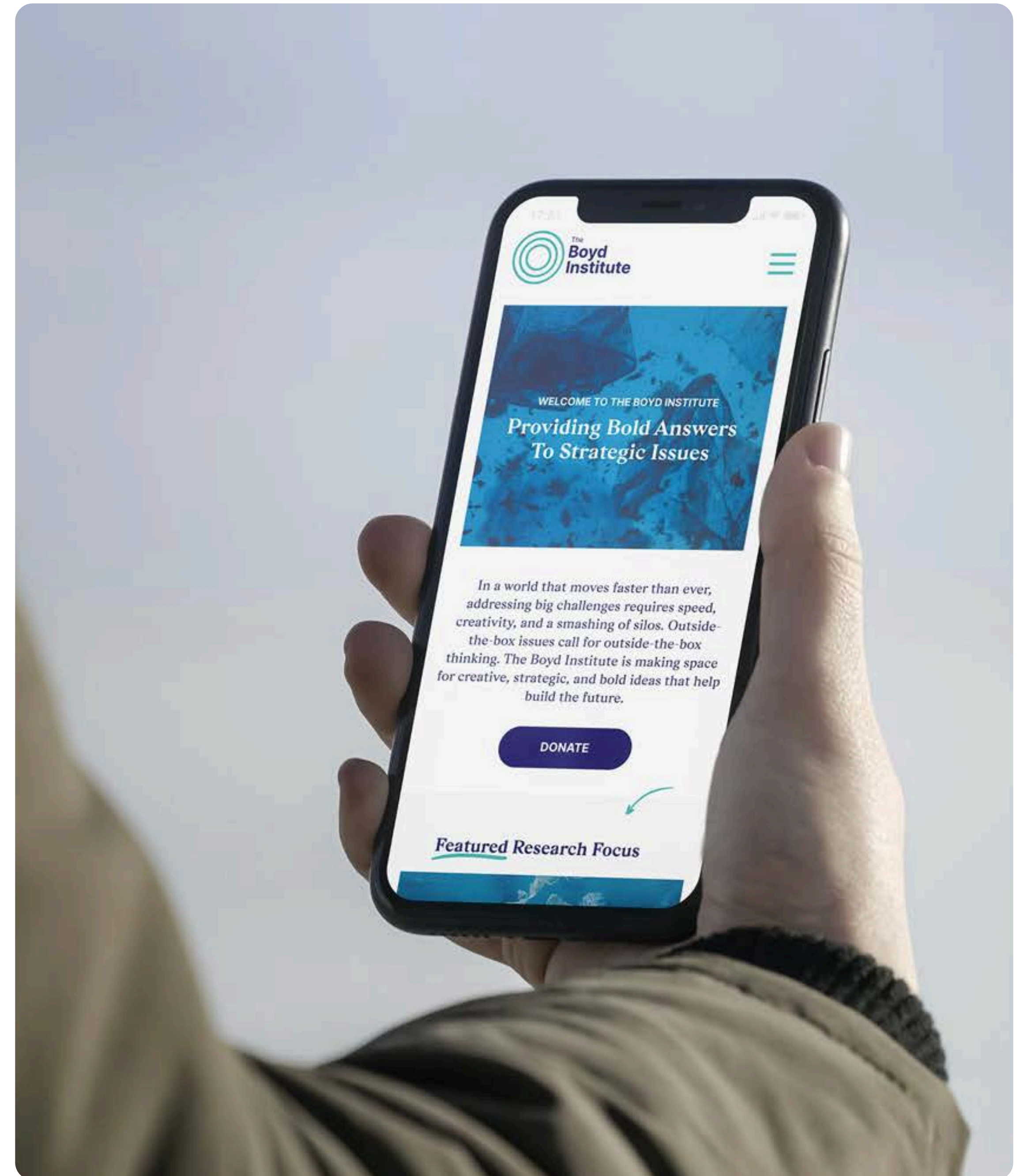
The Boyd Institute

Jeff Mitchum

Jeff Mitchum is a world-renowned fine art photographer whose work captures the awe of nature in its rawest, most majestic form. When Jeff approached Sorcery, he needed a digital presence as timeless and elegant as his photography. Our team led a full brand evolution — from visual identity and product presentation to a dynamic e-commerce platform.

We crafted a refined logo system and elevated the online experience with a gallery-driven, immersive site that feels like stepping into one of his exhibitions. The digital store now beautifully houses his limited editions, and our business strategy sessions helped align online engagement with premium sales. For an artist whose work speaks for itself, we made sure the brand whispered luxury, heritage, and depth — without distraction.

Jeff Mitchum
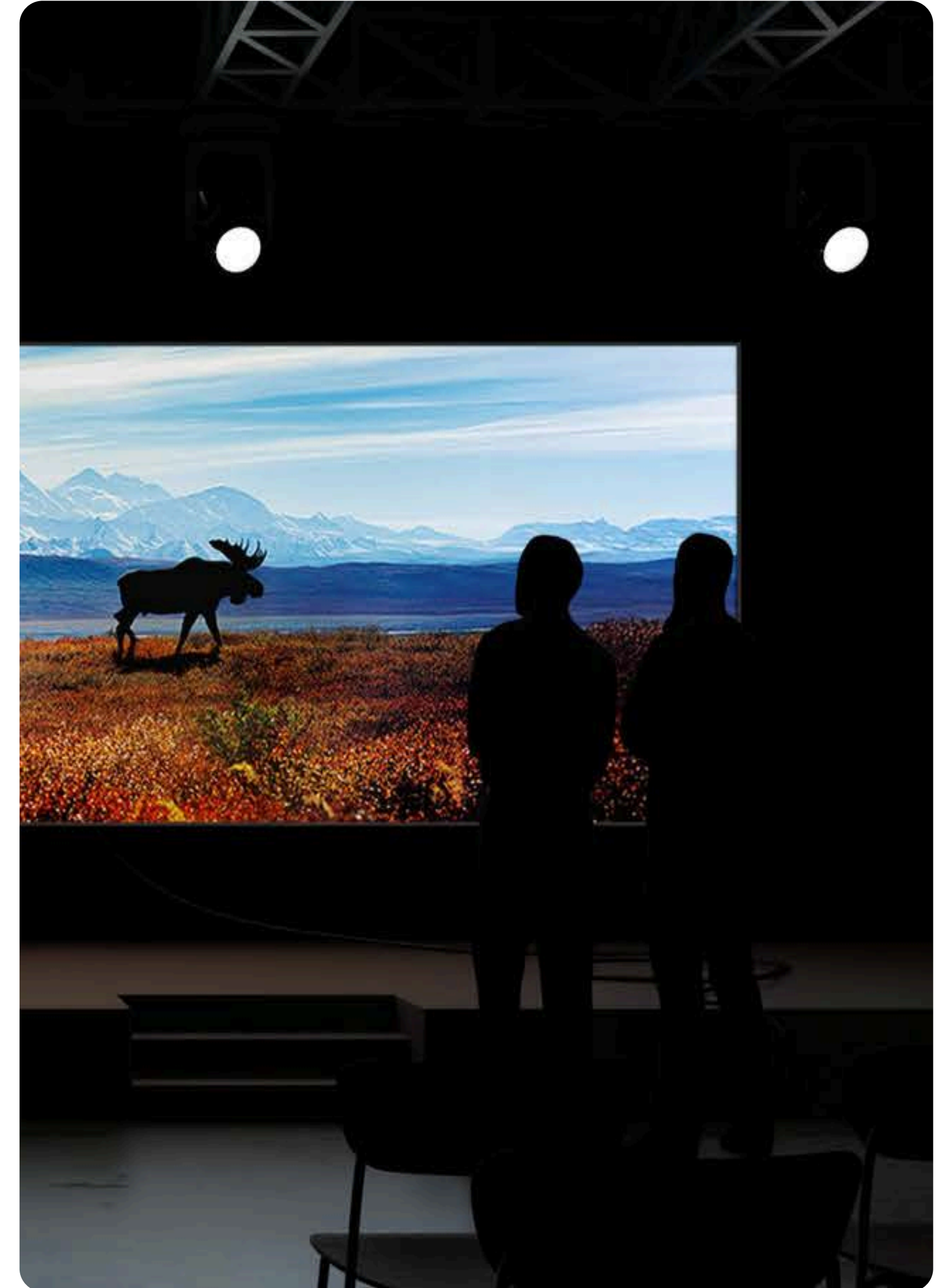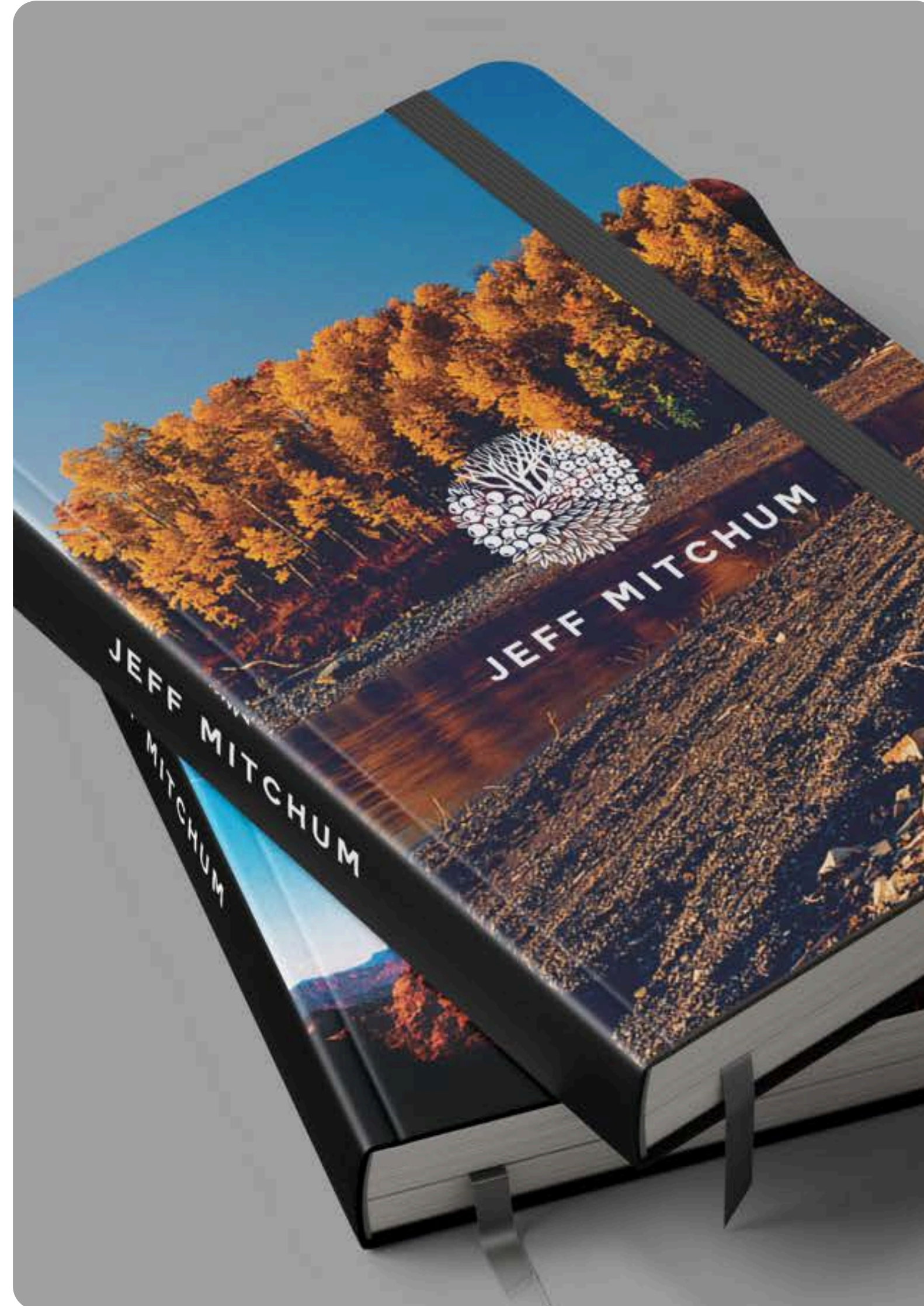
Cambridge Inc

Cambridge Inc is a visionary in real estate and urban innovation, shaping community spaces for future-forward living. They approached Sorcery with the need to unify their diverse portfolio under a fresh, cohesive brand identity. Our scope included complete web redesign, brand language development, and interactive digital storytelling for their growing developments.

We built a modular, content-rich site that mirrors the sophistication and scale of Cambridge's projects. Their leadership's bold mission — to redefine the way people work, live, and connect — became the north star for both copy and design. Through branding workshops and strategic planning, we helped Cambridge position itself not just as a developer, but as a curator of modern urban experience.

Cambridge Inc

ReliefApp

ReliefApp was built by a high-performance coach with a vision: to help people move pain-free. But the platform needed help to match its ambition. That's where Sorcery stepped in. We overhauled the user interface, revamped the brand, and addressed the technical complexity of showcasing motion-rich content.

From strategic branding to app UX and digital marketing assets, we reimagined the product experience to better serve users — whether they're recovering athletes or casual movers. Our work helped launch ReliefApp into 2024 with a clear visual identity, mobile fluidity, and a compelling digital voice that thrives on social.
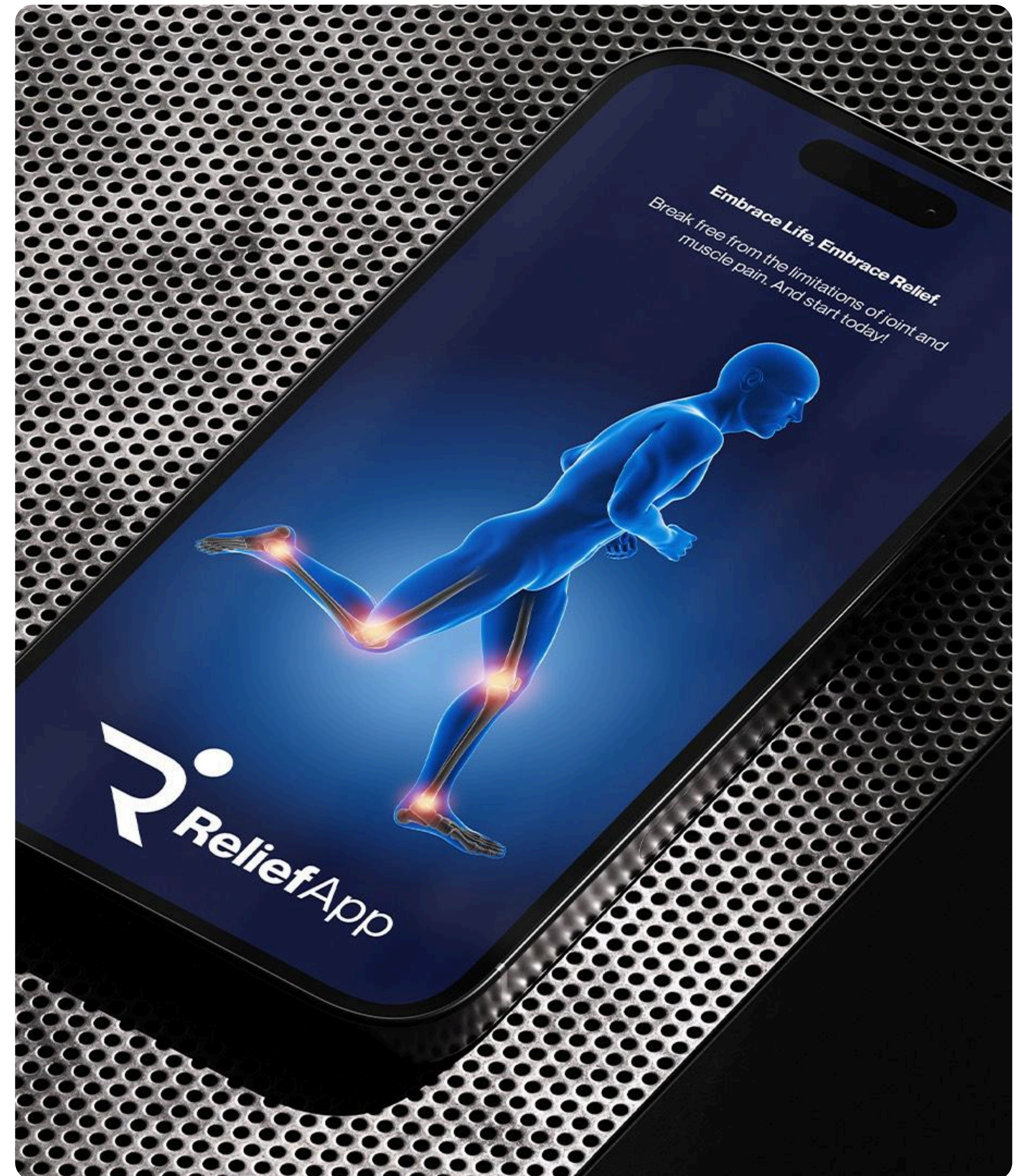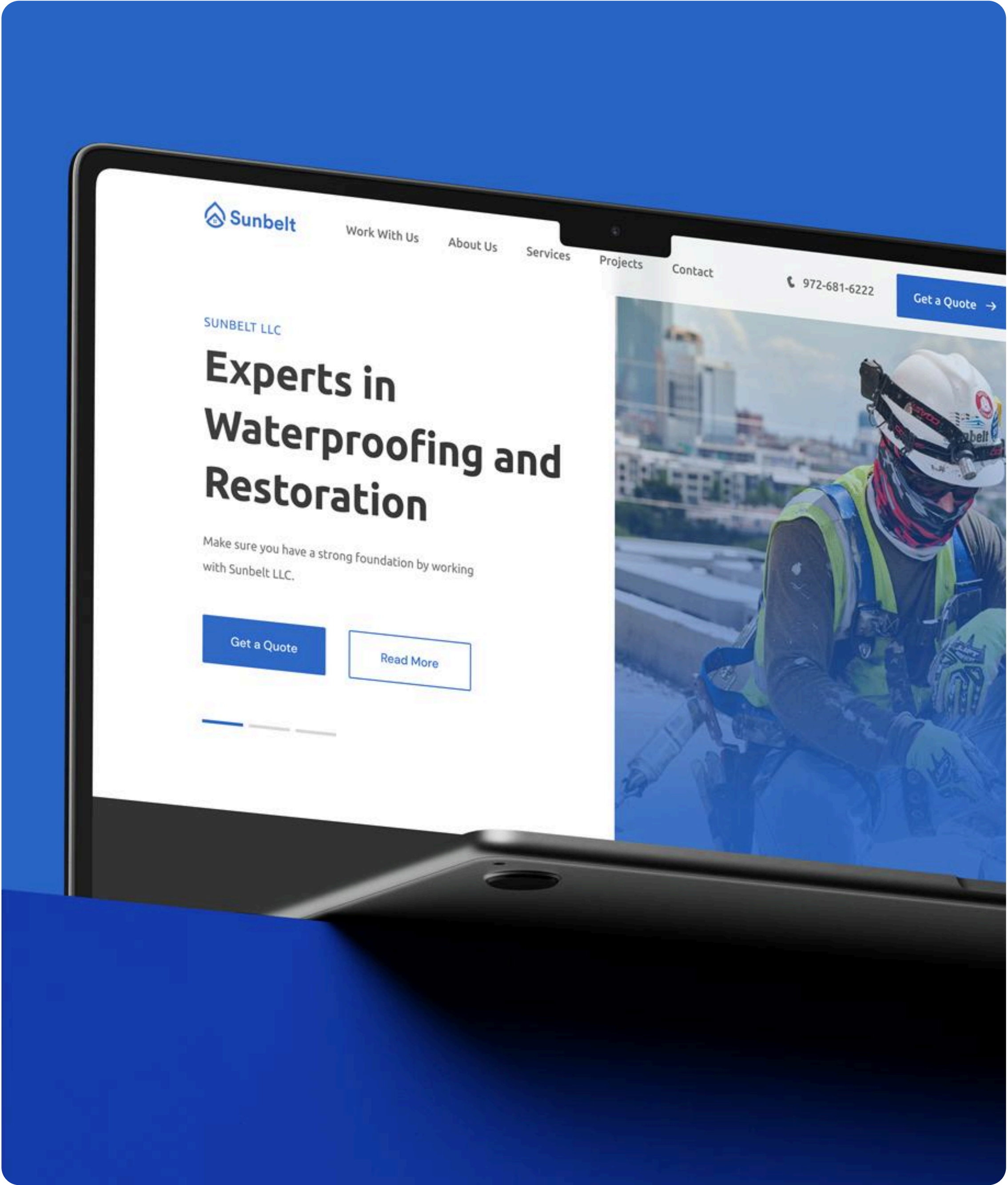
ReliefApp
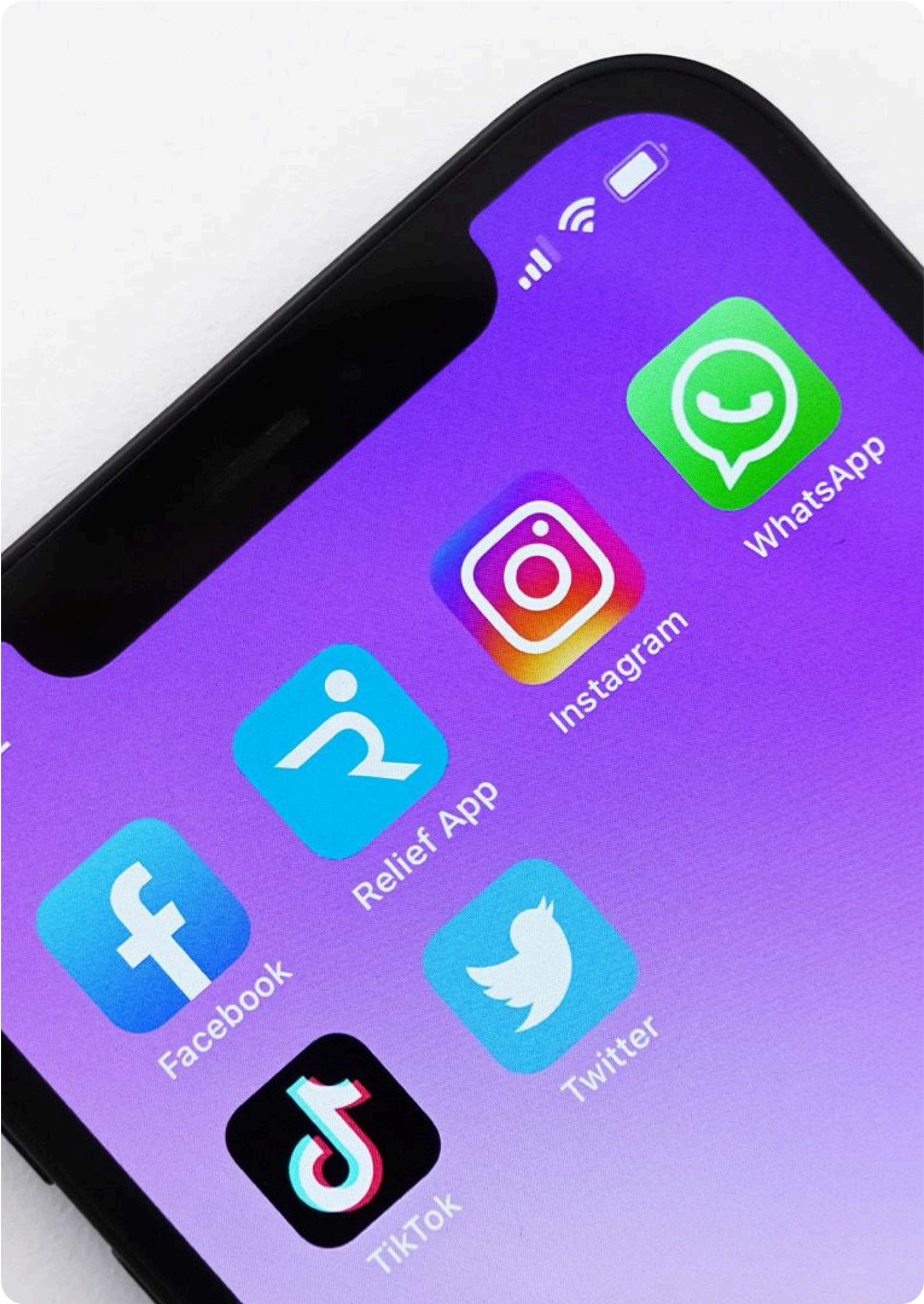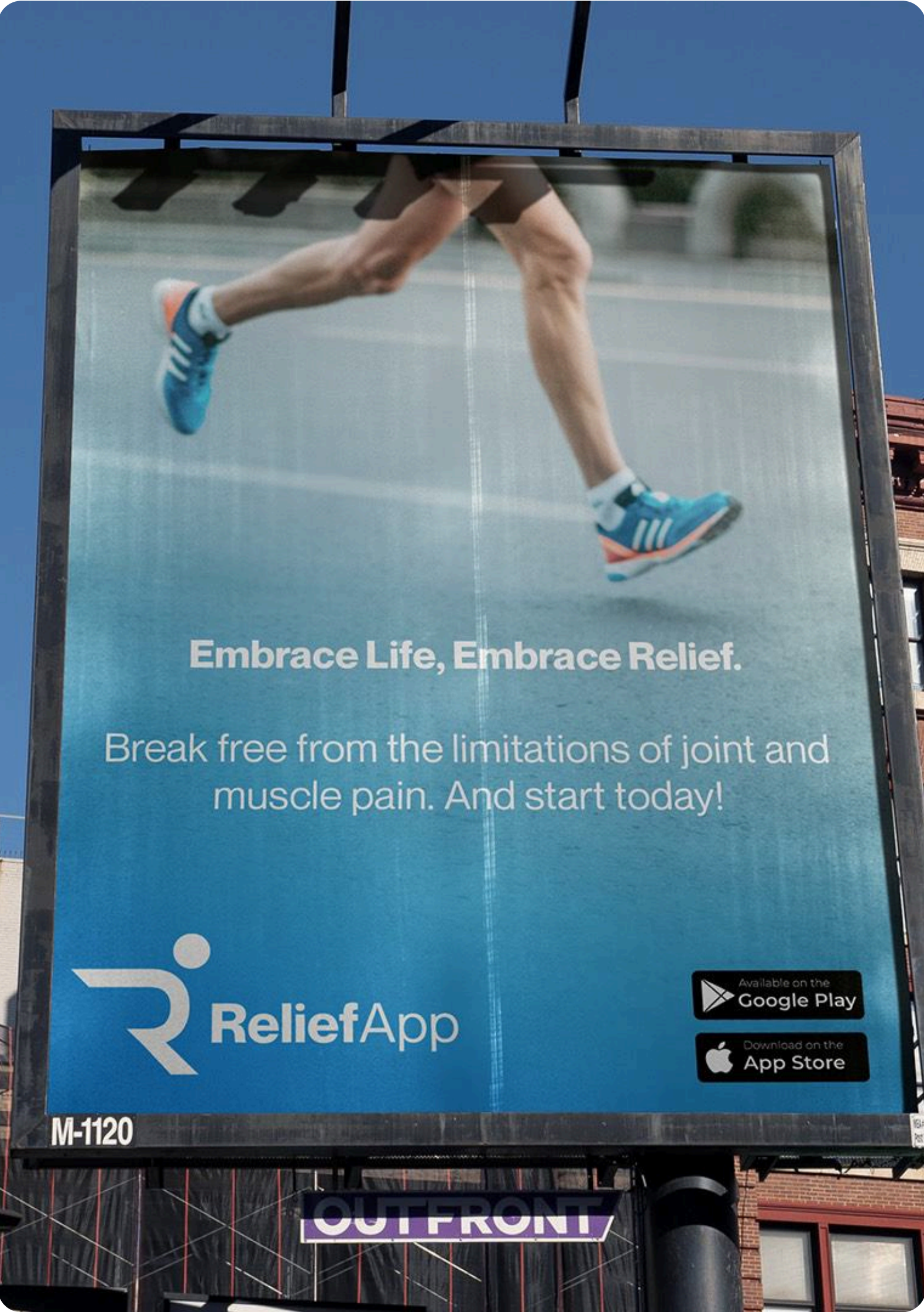
Sunbelt

Sunbelt is a leader in large-scale waterproofing and restoration across Texas and Florida — known for safeguarding iconic landmarks like the Alamo. But while their physical work was massive, their digital footprint didn't reflect it.

Our mission was clear: build a bold online identity that matches the scale and trust behind their projects. We redesigned their website with an emphasis on authority, clarity, and project storytelling. In tandem, we refreshed their visual branding across gear, collateral, and digital touchpoints. The result? A credible, cohesive, and modern face for one of the region's most essential construction partners.

Sunbelt

ScriptHelper

ScriptHelper is a SaaS platform built to support screenwriters — from the first draft to the final pitch. When the team came to Sorcery, they had the core product but needed a sharp brand, compelling design, and a better user experience to connect with writers and studios alike.

We reimagined their interface, refined their brand voice, and designed a sleek visual system that speaks to both creativity and clarity. Their new marketing site clearly communicates the product's power, while our UX improvements inside the platform boost navigation, collaboration, and script flow. Combined with launch strategy and positioning, ScriptHelper is now ready to help writers go from idea to blockbuster.

ScriptHelper